



# CALL FOR AFRICA TOURISM PRIVATE SECTOR ALLIANCE (ATPSA) LOGO

## BACKGROUND OF ATPSA

The Africa Tourism Private Sector Alliance (ATPSA) is a platform of private sector organisations of the Tourism industry operating across African Union Member states, including in the single continental Tourism Market established under the African Continental Free Trade Area (AfCFTA) Agreement. Platform members are aware of the global significance of Tourism as the world's largest and fastest-growing industry, as well as its key instrument supporting economic growth and diversification, sustainable development, job creation, and deeper integration by easing the movement of people.

The Alliance objectives are to share knowledge and best practices in the tourism industry, to help government and Institution to facilitate the Transcontinental Infrastructure AU agenda 2063 with key focus on the implementation of the Africa Continental Free Trade Agreement [AFCTA] from tourism perspective (including the sectors responsible for immigration, transport and aviation, information, trade and local government), to prioritise the tourism industry as the gateway to Africa economic development.

The African continent has a rich tourism potential of natural features, sites, natural wonders, diversity in history and cultural lifestyles of the people. However, it has a low share in the world tourism receipts and global takings. For sustainable Tourism development to become a reality, increased cooperation and facilitation from the sectors responsible for immigration, transport and aviation, information, trade, and local government is fundamental.

**Vision Statement:** To become the leading private sector platform that promotes sustainable tourism development, contributes to the economic growth and diversification of African countries and enhances the continent's global tourism competitiveness through knowledge sharing.

**Mission Statement:** To enhance the competitiveness and growth of Africa's tourism industry by fostering collaboration among private sector organizations, sharing best practices and knowledge, and advocating for policies and infrastructure that support sustainable tourism development.

## I. PURPOSE FOR THE DESIGN

In the process of establishing the platform, member states with an all-inclusive approach are calling for a bid to design the ATPSA logo. **The ATPSA logo should reflect the continent's diversity and tourism potential.**

### OBJECTIVE:

The alliance members are desirous of getting a brand identity for ATPSA. To get the best and most appropriate logo, the alliance is launching this contest for a creative logo. To encourage the designer of the best logo, the alliance offers an award of **500 USD**.

The contest is open to all African countries.

A committee will be put in place to shortlist the 10 best proposals for the logo, and this will be presented to the ATPSA members for the final selection.

Are you an artist, illustrator, or graphic designer, or do you have an aptitude for branding? Do you want your logo design to be seen all over the world? Please send us your design!

We are not judging based on who has the most perfect finalised design, but on who has the most developed concept.

Good luck.

### PROJECT DETAILS:

<b>Project start date:</b>	25 <sup>th</sup> April 2023
<b>Project submission deadline:</b>	15 <sup>th</sup> May 2023
<b>Logo Name:</b>	ATPSA
<b>Final Logo Format:</b>	Vector File (Adobe Illustrator or Corel Draw)
<b>Logo Type:</b>	a. Horizontal b. Vertical c. Signature
<b>Tagline for Logo Development:</b>	Promoting Knowledge sharing & Best Practices in Tourism
<b>Narration</b>	Symbolic landmark representative of Africa origin + brand name Africa Tourism Private Sector Alliance (ATPSA)
<b>The final Logo should appear in the following:</b>	a. <b>Black &amp; White</b> b. <b>Reversed logo</b> c. <b>2 - 3 colours (primary and secondary)</b>

	<ul style="list-style-type: none"> <li>d. State catalogue of colours (CYMK, RGB, Web, PMS Codes (Pantone Matching System Colour Chart))</li> <li>e. Logo on one colour background</li> </ul>
<b>Font Typeface</b>	<ul style="list-style-type: none"> <li>a. Licensed Fonts (Primary and Secondary)</li> <li>b. Alternative font typeface</li> <li>c. Zipped and Attach fonts used for the logo</li> </ul>
<b>Languages:</b>	<ul style="list-style-type: none"> <li>a. English</li> <li>b. French</li> <li>c. Portuguese</li> </ul>
<b>Brand Statement:</b>	One paragraph description of the logo
<b>Logo Key Message:</b>	Brand phrases and tagline
<b>Link for Submission:</b>	<a href="https://forms.gle/EUPb5wx5trXWPjyN9">https://forms.gle/EUPb5wx5trXWPjyN9</a>

***NB: after the logo submission, the winner will be announced on the 30<sup>th</sup> May 2023.***